



Mochi Media Bolsters Executive Team with Addition of Former MySpace VP Carol Werner

Werner Will Head Mochi's Sales Team to Strengthen Advertising Partnerships, Lead Growth of MochiAds

SAN FRANCISCO — May XX, 2008 — Mochi Media announced today that it has added former MySpace vice president Carol Werner to its executive team as Vice President of Sales. Werner, who most recently led MySpace's West Coast sales operations, will lead Mochi Media's sales team and help the company respond to growing demand for advertising solutions that reach audiences through the engaging medium of online games. MochiAds is the largest ad network for online flash games, reaching more than 50 million consumers per month.

During Werner's time at MySpace, Werner was responsible for brand advertising on the social networking site, including online and offline programming and helped lead the company to achieve unprecedented sales results in the Northwest territory. Prior to her time at MySpace, Werner was responsible for a National territory at CNET Networks where she helped build and manage senior sellers in all the major markets.

Werner's addition strengthens Mochi Media's management team, bringing a proven sales veteran with a track record for helping fast-growing companies expand through innovative sales strategies. Mochi Media also recently added former Yahoo! vice president Eric Boyd as its vice president of engineering last month. Boyd worked for Yahoo! for 10 years and most recently served as vice president of platform engineering responsible for, among other things, the membership, community and personalization platforms which are deployed widely across many Yahoo! properties.

"Mochi Media has been very successful in building a strong advertising presence in a rapidly growing industry," said Werner. "There is excitement and energy here, and I am thrilled to be joining the team. The opportunity to help advertisers build their brands through games is huge, and Mochi Media is a great solution."

"Carol brings knowledge, insight and leadership to Mochi Media. With her strong background at MySpace, she has the experience and background to lead us in building a world class sales team and strong advertising partnerships," said Jameson Hsu, CEO of Mochi Media. "We are tremendously excited about the contributions she will make."

Mochi Media's core offering is MochiAds, an advertising network for online games. Developers of web games leverage the MochiAds technology to insert pre-game and inter-level advertisements into the games they create, and receive a revenue share of the ad income. Games are an engaging medium, enabling advertisers to engage with the one in three Internet users playing games online. Advertisements can be targeted by criteria such as domain, game category, and geography.

About Mochi Media

Mochi Media is dedicated to fueling the creativity of the gaming community. The core product, MochiAds, is the largest online games advertising network for developers, advertisers and publishers. The network provides game developers with monetization, distribution and analytics while providing advertisers with turnkey opportunities to reach the one in three Internet users playing games online. The thousands of online games available in the game catalog provide publishers with engaging content to attract, entertain and retain their users. Mochi Media is headquartered in downtown San Francisco and funded by Accel Partners.